Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-5 (Canceled)

6. (Currently amended) A method of generating a patterned λ/4 foil, comprising ~~the following steps~~:

depositing a reactive liquid crystal layer ~~(16a)~~ on a substrate~~,~~;

applying a mask, covering parts of the display corresponding to transmissive parts of the display, while revealing parts corresponding to reflective parts~~,~~;

photo-polymerizing said reactive liquid crystal layer, through said mask; and

removing non-reacted liquid crystal material.

7. (Currently amended) A method of generating a patterned λ/4 foil, comprising ~~the following steps~~:

depositing a reactive liquid crystal layer ~~(16a)~~ on a substrate~~,~~;

~~appplying~~ applying a mask, covering parts of the display corresponding to transmissive parts of the display, while revealing parts corresponding to reflective parts~~,~~;

performing a first photo-polymerization exposure of said reactive liquid crystal layer, while keeping the reactive liquid crystal layer at a first temperature~~,~~; and

performing a second photo-polymerization exposure of the reactive liquid crystal layer, while keeping the reactive liquid crystal layer at a second temperature,

~~whereby~~ one of said photo-polymerization exposures ~~are~~ being made through a mask~~,~~ being applied on said reactive liquid crystal layer.

8. (Currently amended) ~~A~~ <u>The</u> method ~~in accordance with~~ <u>of</u> claim 7, whereby said first and second temperatures ~~is so~~ <u>are</u> chosen <u>such that</u> that the reactive liquid crystal layer is in a nematic liquid crystal phase at said first temperature, and at a temperature above a clearing point of said liquid crystal material.

9. (Currently amended) A method of generating a patterned $\lambda/4$ foil, comprising ~~the following steps~~:

depositing a reactive liquid crystal layer ~~(16a)~~ on a substrate~~,~~<u>; and</u>

providing a patterned orientation layer, corresponding to the desired patterned $\lambda/4$ foil.

10. (Currently amended) ~~A~~ <u>The</u> method ~~in accordance with~~ <u>of</u> claim 9, wherein said patterned orientation layer is generated by means of photo-alignment.

11. (New) A method of producing a patterned optical foil, comprising:

providing a film of reactive liquid crystal material;

providing a pattern for processing the reactive liquid crystal material that defines first area segments and second area segments of the film; and

processing the reactive liquid crystal material via the pattern to produce a first optical retardation in the first area segments and a second optical retardation in the second area segments,

wherein the first optical retardation is substantially different from the second optical retardation.

12. (New) The method of claim 11, wherein the first optical retardation is in the range of 80 to 100 degrees and the second optical retardation is at or near zero degrees.

13. (New) The method of claim 11, wherein the first optical retardation is substantially determined by a thickness of the reactive liquid crystal material.

14. (New) The method of claim 11, wherein the processing of the reactive liquid crystal material via the pattern includes:

photo-polymerizing the reactive liquid crystal material in the first area segments; and

substantially removing the reactive liquid crystal material from the second area segments.

15. (New) The method of claim 11, wherein the processing of the reactive liquid crystal material via the pattern includes:

photo-polymerizing the reactive liquid crystal material at a first temperature at which the reactive liquid crystal material is in a nematic liquid crystal phase; and

photo-polymerizing the reactive liquid crystal material at a second temperature that is above a clearing point of the reactive liquid crystal material.

16. (New) The method of claim 11, wherein:

the pattern corresponds to an orientation layer; and

the processing of the reactive liquid crystal material via the pattern includes orienting the reactive liquid crystal material at a first planar orientation, and orienting the reactive liquid crystal material at a second planar orientation that is substantially different from the first planar orientation.

17. (New) The method of claim 11, wherein the first planar orientation differs from the second planar orientation by about 45 degrees.

18. (New) The method of claim 11, wherein the processing of the reactive liquid crystal material via the pattern includes:

providing a first birefringence to the first area segments; and

providing a second birefringence to the second area segments.

19. (New) The method of claim 18, wherein the second birefringence is near zero.

20. (New) The method of claim 11, wherein the first area segments and second area segments form pairs of segments that are arranged as a two-dimensional array of pairs of segments.

21. (New) The method of claim 20, wherein the array of pairs of segments corresponds to an array of pixels of a display device.

22. (New) The method of claim 21, wherein the second area segments are substantially transparent.

23. (New) A method of producing a display device, comprising:

providing an array of pixels;

providing a patterned optical film having pairs of first area segments and second area segments,

the first area segments having a first optical retardation, and

the second area segments having a second optical retardation; and

combining the array of pixels and the patterned optical film to form the display device,

wherein the first optical retardation is substantially different from the second optical retardation,

and wherein each pair of first area segments and second area segments corresponds to each pixel of the array of pixels.

24. (New) The method of claim 23, including providing a pair of polarizers that sandwich the array of pixels and the patterned optical film to form the display device.

25. (New) The method of claim 23, wherein each pixel includes a liquid crystal material and electrodes that are configured to control the liquid crystal material.

26. (New) The method of claim 23, wherein the first optical retardation is in the range of 80 to 100 degrees and the second optical retardation is at or near zero degrees.

27. (New) The method of claim 23, wherein the first optical retardation is substantially determined by a thickness of the patterned optical film.